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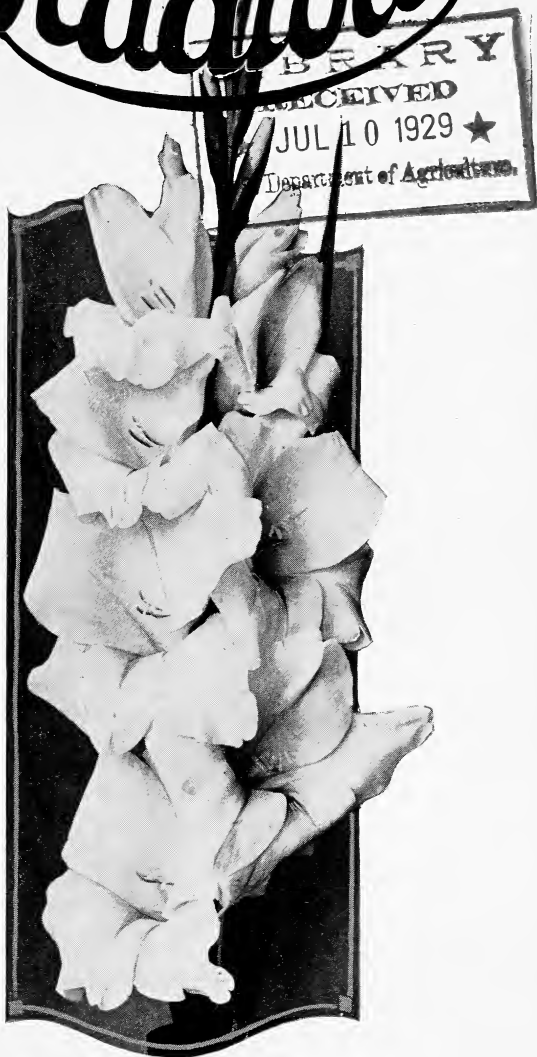
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62,61

1925

"Best on Earth"
Gladioli



The Sensational "JOERG'S WHITE"
(1925 Novelty)

GEORGE J. JOERG, INC.
NEW HYDE PARK, LONG ISLAND, N.Y.
(Growing Gladioli since 1880)



TERMS

Cash or satisfactory references required from all correspondents unknown to us.

REMITTANCES should be made by **Post Office Money Order, Express Money Order, or Check**. If **currency** is sent, the letter should be registered. Do not send **coin** or **stamps**. We disclaim all responsibility when remittances are not made as above directed.

5% Discount is allowed when order is accompanied by Cash.

Packing and Delivery free of charge, post free or express charges prepaid.

We guarantee all stock to be of the very highest quality, and true to name, and although we exercise the greatest care in filling orders, an error may once in a while occur, in which case we will gladly replace stock incorrectly named.



INTRODUCTION

the GLADIOLUS, in the beautiful forms and exquisite colors prevalent today, has climbed to the pinnacle of popularity as the best of all summer-flowering bulbs.

During the past 15 years or so, many new types, and later new colors in these types, have been produced by careful and systematic hybridizing of skillful growers.

We can go back three times 15 years in our acquaintance with Gladioli, when one could count all the varieties on ten fingers, and the professional growers on five.

How different now! Each season brings its consignment of "newcomers," 90% of them amateurs whose stocks have outgrown their limited space, or perhaps gotten beyond their power of personal care, who begin to dispose of their surplus stocks, thereby enlarging the field of competitive price-cutting with their special offers, distributed by mail throughout the country. We ourselves receive dozens of these leaflets and folders—nothing new in them except the sender's name; to have read one of them is to have read them all.

Probably this list will be considered as another "newcomer"—a novice with a surplus—by many to whom our name is unknown.

But such is not the case—rather an "Old Timer" who has been doing some watchful waiting, until he was prepared to step out in the front rank with the leading growers and producers today, and, maybe, out-distance many of them with startling examples of progressive hybridizing.

After many years favorably known as reliable growers for some of the leading American retailers of Gladiolus Bulbs, this one marks our first as retailers ourselves.

Our Novelties

From the hundreds of seedlings we are now growing, we are distributing seven this year. With the exception of *Joerg's White*, none have been publicly exhibited until 1924.

"*Joerg's White*," "*White Prim*" and "*George J. Joerg*," we believe, stand supreme as distinctive novelties in their respective colors. Rather a bold statement to make, but we have paid big prices to other growers for their novelties of like shades, for comparison in our trials, but have found nothing to be afraid of.

Our General List of

Standard Sorts

comprises practically all the better varieties in commerce. Long Island has for years been the chief growing center for the best Gladioli on New York market. Its soil and climate are especially suitable to vigorous growth, and the production of those thick, high-crowned bulbs so much wanted by all lovers of Gladioli.

We solicit your business, with the full confidence of being able to serve you in a manner thoroughly pleasing to you—perhaps a little easier on your pocket book, but more important still, provide you with bulbs that for health and vigor are unsurpassed by any others in the country.

GEORGE J. JOERG, INC.

*LEONARD JOERG, *President*

WM. E. JOERG, *Secretary*

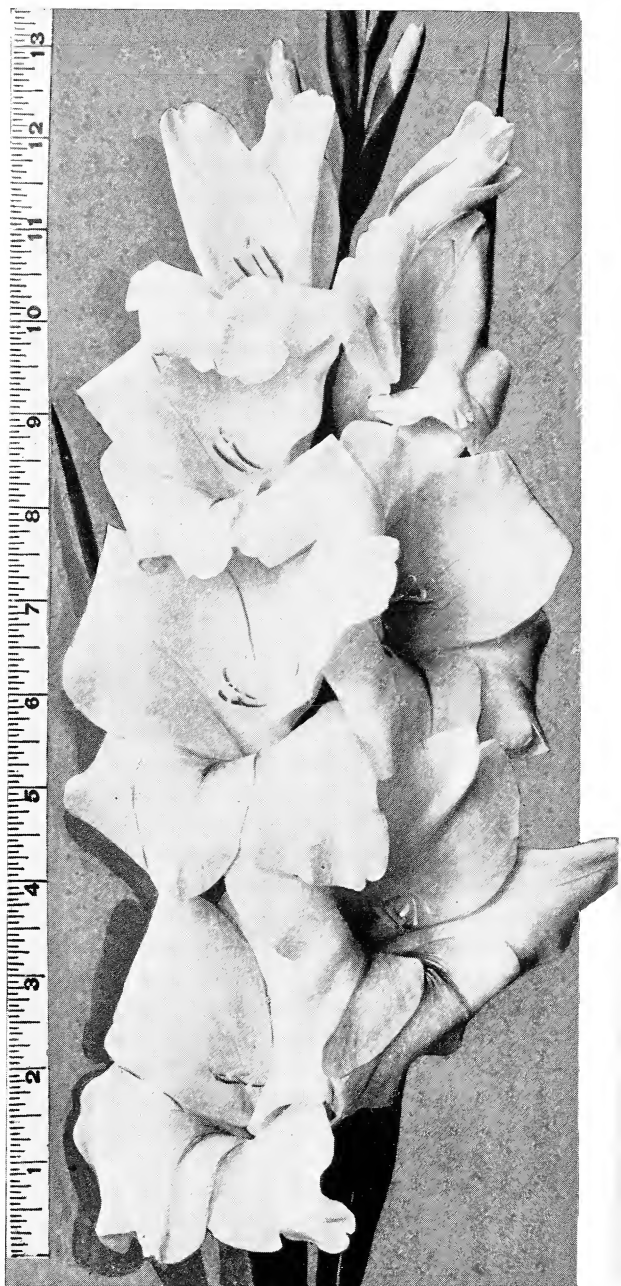
JOHN JOERG, *Vice-President*

LEONARD C. JOERG, *Manager*

GEORGE J. JOERG, *Treasurer*

**Growing Gladioli since 1880*

Copyright by George J. Joerg, Inc.



JOERG'S WHITE

The immensity of the bloom can be visualized by comparison with inch rule at left.



GEORGE J. JOERG, Inc.

NEW HYDE PARK, LONG ISLAND, N. Y.,192.....

Gentlemen:

We are enclosing herewith descriptive list of Gladiolus, accompanied by separate folder giving wholesale prices of such stocks as we are offering to the trade.

Although we are featuring seven sterling Novelties, our present stocks will only enable us to offer two of them to jobbers and dealers this year.

We particularly wish to draw your attention to JOERG'S WHITE, which is (not alone in our opinion, but proclaimed by all Gladiolus fanciers who have seen it) one of the greatest Gladioli that has ever been raised, and THE GREATEST OF ALL WHITE GLADIOLI.

Wherever exhibited it has swept everything before it.

This Gladiolus will be THE LEADING NOVELTY FOR 1925, and will be catalogued by most retail houses all over the country. It will not be necessary for you to carry a stock of it, we will supply you with just such bulbs as you sell. No doubt you will want to feature this wonderful Gladiolus in your 1925 catalog, and we shall be happy to send you an electro of the illustration in one of the following sizes: 3 inches, 5 inches or 7 inches high. (These will be supplied free of charge on application to Hartland Advertising Service, 154 Nassau Street, New York.)

We also desire to call your attention to our general list of standard varieties; our reputation as Gladiolus growers of supreme quality and careful grading is well known for years to many of America's largest Seed Houses, and by comparison with the prices others are asking (quality always considered) ours will be found extremely reasonable.

We shall look forward with pleasure to receiving a good share of your business for your 1925 sales of Gladiolus bulbs, and can assure you of our careful and prompt attention to your orders.

Yours very truly,

GEORGE J. JOERG, Inc.

The Greatest of all White Gladioli "JOERG'S WHITE"

Awards from New York Horticultural Society

FIRST PRIZE 1922

FIRST PRIZE 1923

FIRST PRIZE 1924

American Gladiolus Society

A. G. S. TROPHY, NEW YORK 1924

This is unquestionably one of the largest flowered Gladiolus ever introduced and easily the finest and purest of all white varieties.

The Spike. Ordinary spikes, cut in the field without any special culture or attention, measure on an average of 18 to 20 inches from the base of the lower flower to the tip. The flowers are arranged in such perfect formation, all facing one way, as to lead one to believe they were artificially placed there by man, but nature has done her work far more perfectly than the most expert florist could arrange them. The spike reproduced on page 4 was cut with 8 others in the field on August 25th, after practically 6 weeks' drought, and no irrigation of any kind had been given the plot. Seven perfect flowers with two bursting buds are seen on an 18 inch spike.

The Flower. The lower flower on this spike measured $5\frac{1}{2}$ inches across. It is of the purest glistening snow-white. Five petals in each flower show no other color whatsoever. The lower petal shades to a creamy yellow in the throat, with light crimson veinings.

The Plant. A very vigorous robust grower, with flower stems averaging 36 inches, two and often three spikes to a large bulb.

Its Merits. As an exhibition flower it so far out-classes every other white that it is a certain winner. Blooms exhibited at the New York Gladiolus Show August 22-23, 1924, won highest awards both from American Gladiolus Society and New York Horticultural Society. It was the outstanding novelty of the Show.

As a garden plant its noble spikes, erect and vigorous, make a wonderful showing, and as a cut flower it is ideal in vases, the perfect formation of the spike making it an easy and very effective one to arrange. Blooms sold on New York market (when a glut of Gladioli prevailed) brought five times the price of the best of all other commercial varieties.

We now offer bulbs of this grand novelty for the first time for spring planting 1925. No flower that we have ever raised or distributed during our 45 years' experience carried with it so much genuine merit or earned our implicit confidence so much as this Gladiolus. We know it will more than merit the best description we can put in words, or the best photographic reproduction that can be produced with ink and paper.

Price, Each \$5.00 *3.50 retail*

No bulblets or planting stock for sale.

(Read comments on next page) **2.00 each**
wholesale

From the Florist's Exchange, Aug. 30, 1924
(New York Show)

"The American Gladiolus Society trophy offered for six white was a snip for George J. Joerg, New Hyde Park, L. I. His new JOERG'S WHITE was in very good shape, but we have seen it much larger. Dry weather has been a drawback to Long Island growers this season.

"George J. Joerg was given a special for several vases of his GIANT WHITE GLADIOLUS, a pure WHITE PRIMULINUS and the striking LA COURONNE."

Issue of Sept. 27, 1924

"JOERG'S WHITE and JOERG'S WHITE PRIM., raised by George J. Joerg, New Hyde Park, N. Y., both won highest honors at the A. G. S. show, New York. Both are wonderful flowers. 'Woolgatherer,' who grew and photographed these flowers, says they are the best in their class; truly white, the large sort having flowers 6 inches across and of great substance."

All eyes were focused on our Novelties at the big New York Show. Here are a few excerpts from letters that reached us soon afterwards:

An old friend of mine attended the N. Y. Glad. show, and told me the best variety in the show was one exhibited by you called "Joerg's White." Would very much like to have your catalog.

H. B. I., Dowagiac, Mich.

Sept. 5, 1924.

Saw your exhibit at recent N. Y. show and liked "Joerg's White" very much.

S. J. S., New York City.

Aug. 28, 1924.

On my visit to the N. Y. Glad. show I took due note of your seedling No. 10, "George J. Joerg." Kindly advise me of the price; am also partial to your "Joerg's White."

E. B. L., Westfield, N. J.

Aug. 28, 1924.

I saw your wonderful Glad. "Joerg's White" at the big New York show. I congratulate you upon producing such a wonderful flower.

C. E. H., Danbury, Conn.

Aug. 26, 1924.

I attended the Glad. show in New York and was taken by your "Joerg's White." Its size and pure color was of course apparent.

E. W. G., Trenton, N. J.

Aug. 26, 1924.

I was told that you were at the show last week. I am very sorry not to have seen you, but I saw a very beautiful flower, "Joerg's White." I shall be glad to know if you are putting it on the market.

E. M. S., Madison, N. J.

Aug. 24, 1924.

I was very much impressed with your exhibit at the Glad. show. I should be pleased to have your catalog.

R. L. S., Schenectady, N. Y.

Seedling No. 721, "Joerg's White Prim."

An entirely new break in this beautiful and extremely popular class. It is the **only** pure **White Primulinus** in existence. A few blooms exhibited at New York Gladiolus Show August 22-23, 1924, easily carried off highest award and received special mention both from the Gladiolus Association and New York Horticultural Society as a distinct and highly meritorious novelty.

The plant inherits the typical light graceful spike of the Primulinus family, while the flowers, of perfect Primulinus form, are of the purest snow-white. The lower petals are pale yellow down in the throat, with the faintest rose veinings. We predict a great future for this lovely Gladiolus, at present for the Exhibition table and private garden, but later it is bound to become a great commercial flower on account of its earliness and the fact that all Primulinus can be bloomed earlier under glass than the large flowered types.

Price, Each \$5.00 *retail*
" 2.50 *wholesale*

Seedling No. 10, "George J. Joerg"

We have seen no flower in the pink Gladioli that approaches this sterling novelty in form, size and color, and the New York Horticultural Society are evidently of the same opinion, for it immediately won their hearts and a medal at their Gladiolus Show August 22-23, 1924. It is a brilliant flower, the bud being at first intense carmine-scarlet, toning out as it develops into a beautiful rich salmon-pink. Each petal has a distinctly blanchd central rib, the lower petal shows a perfect triangular tongue of creamy yellow, the apex to the front, the base passing abruptly to a rich fiery scarlet zone with a central deep crimson-maroon blotch. It is almost impossible to describe the rich effect of these various shades exhibited in the one flower; the whole forms a pleasing combination of wondrous beauty, with salmon predominating.

Price, Each \$5.00 *retail*
2.50 *wholesale*

"Joerg's Favorite"

A most uncommonly handsome seedling, particularly for those who adore brilliant art colorings. The ground color is a pale cream, feathered and splashed with bright crimson veins and blotches, a remarkable blend when contrasted with the bright orange throat. The flowers are perfectly formed, slightly crinkled and all face one way in a compact spike. It is a plant of extremely vigorous constitution, the flower spikes practically needing no artificial support.

Price, Each \$2.50 *retail*
1.75 *wholesale*

Seedling No. 921, "Arlene"

A most uncommon color in Gladioli and bound to be pleasing to the ladies. The ground is a uniform pale rose-pink shading in the throat to a pale flesh-pink, with deep crimson base.

The lower petals are marked on the inner two-thirds with a bright, velvety, crimson-scarlet zone, which extends clear across the petal in a semi-circular form and extends way down into the throat. The petals are round and overlap to form a full flower of beautiful outline. This variety carries our highest recommendation as a splendid novelty for exhibition or for the garden.

Price, Each \$2.50 *retail*
12.5 ea. wholesale

Seedling No. 911, "Joerg's Yellow Prim."

A new and distinct **Primulinus**.

A marked improvement on the best of the yellow types.

This plant throws up a flower spike 5 feet high, carrying 12 to 18 large pure yellow flowers, with just one faint crimson mid-rib on the lower petal.

The flowers are extremely large, wide-open, without that "hooded" appearance of the old Primulinus types. With the ever-increasing popularity of this highly decorative class, we believe "**Yellow Prim.**" will be accepted as a remarkable meritorious improvement to the class.

Price, Each \$2.50 *retail*
12.5 ea. wholesale

Primulinus "Phantasy" (Joerg)

A new and very attractive color, distinct from all other Primulinus. Color is a clear salmon with coral margin, buds are brilliant orange-scarlet. Two lower petals are pale primrose-yellow, edged pink, with crimson-veined throat. The upper petal folds back, thus forming a very open flower. Extremely early cut-flower variety.

Price, Each \$1.00 *60¢*
25.00 hundred wholesale

SPECIAL OFFER

One bulb of each of the foregoing Novelties, seven altogether (including the sensational "Joerg's White"). **Price \$20.00**

(Bought separately would cost \$23.50)

(No bulblets or planting stock of any
Novelties for sale)

GLADIOLUS SEED

Each year we save large quantities of seed from choice varieties. Most interesting colors are often raised, and now and again a variety of great merit may surprise you.

Per pkt. (150 seeds) 50c

Standard Varieties

- Albion.** Pure white, with exception of faint pink tint in throat. Each 10c; doz. \$1.00; 100 \$6.00
- America.** Beautiful lavender-pink. Each 10c; doz. \$1.00; 100 \$4.50
- Alice Tiplady** (Primulinus). Bright orange, large open flowers, graceful stems; splendid decorative cut flower. Each 20c; doz. \$2.00; 100 \$10.00
- Anna Eberius.** Deep velvety-purple with deeper throat; splendid spike. Each 25c; doz. \$2.50; 100 \$16.00
- Attraction.** Rosy crimson with white throat; well formed spike. Each 15c; doz. \$1.50; 100 \$9.00
- Arizona Rose.** Clear rose-pink; large flower and spike. Each 10c; doz. \$1.00; 100 \$6.00
- Autumn Queen.** Almost a white, with scarlet blotch on lower petal. Each 20c; doz. \$2.00; 100 \$10.00
- Augusta.** One of the old whites; still a good cut flower variety. Each .06; doz. 60c; 100 \$4.00
- Baron J. Hulot.** Dark violet-blue; one of the best of this shade. Each 10c; doz. \$1.00; 100 \$8.00
- Ben Lomond.** Clear yellow, lower petals golden olive, with garnet stripe. Each 25c; doz. \$2.50
- Bertrex.** Pure white with lavender hue in throat. Each 15c; doz. \$1.50; 100 \$9.00
- Blue Jay.** A very fine lavender-blue with milky-white throat; a great favorite. Each 20c; doz. \$2.00; 100 \$10.00
- Brenchleyensis.** Brilliant scarlet, tall, well formed spike; splendid for cutting. Each .06; doz. 60c; 100 \$4.00
- Catharina.** An early flower of a beautiful lavender shade with heliotrope blotch. Each 30c; doz. \$3.00
- Candidum.** Large white blooms, with gracefully reflexed petals. Each 10c; doz. \$1.00; 100 \$8.00
- Canary Bird.** Clear yellow, dwarf habit; compact spike. Each 15c; doz. \$1.50
- Chicago White.** A well known market variety; good under glass. Each 10c; doz. \$1.00; 100 \$6.00
- Contrast.** Bright crimson-scarlet, flamed white; very fine spike. Each 25c; doz. \$2.50
- Crystal White.** Clear white; early flower, not very large. Each 10c; doz. \$1.00; 100 \$8.00
- Crimson Glow.** Rich crimson; large open flower and good spike. Each 15c; doz. \$1.50
- Columbia.** Orange-scarlet, feathered crimson. Each .06; doz. 60c; 100 \$4.00
- Diana.** A beautiful flower of rich crimson; perfect shape and large spike. Each 30c; doz. \$3.00
- Dorothy McKibbin.** A ruffled type; rich pink, mottled rose. Each 10c; doz. \$1.00; 100 \$8.00
- Empress of India.** Deep crimson-maroon; one of the darkest of all "Glads." Each 15c; doz. \$1.50

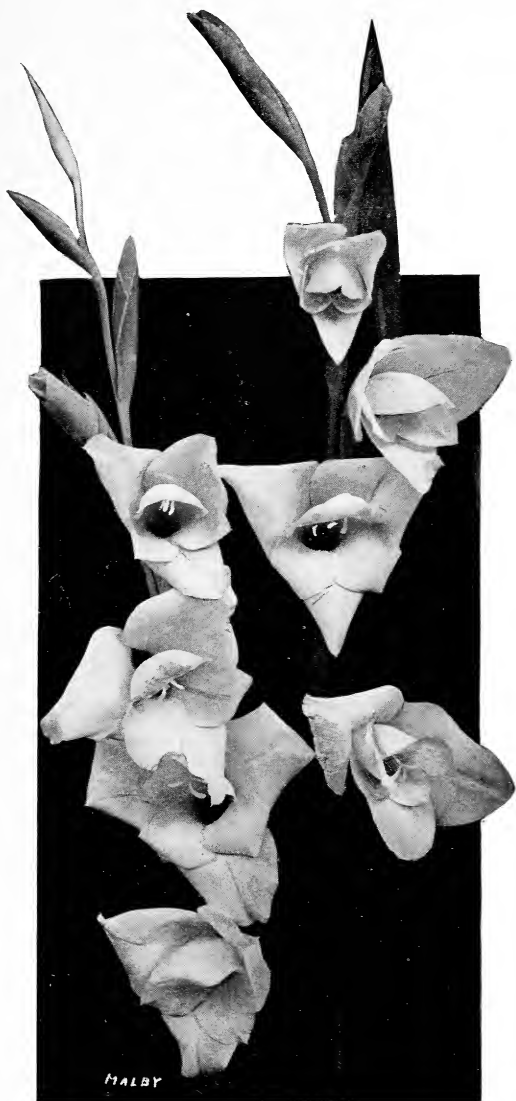
- Evelyn Kirtland.** Rich rosy-pink, tipped red, with lighter shade in throat; lower petals blotched with crimson. Each 15c; doz. \$1.50; 100 \$9.00
- Fascinator.** Salmon-pink, tinted carmine with paler throat. Each 15c; doz. \$1.50; 100 \$9.00
- Fire King.** Rich fiery scarlet; very effective cut flower. Each 10c; doz. \$1.00; 100 \$6.00
- Flora.** Clear canary-yellow; large wide-open flowers. Each 15c; doz. \$1.50
- Giant White.** A good white, but only a "pigmy" compared to "Joerg's White." Each 25c; doz. \$2.50
- Glory of Noordwijk.** A clear creamy-yellow; rather good for this shade. Each 25c; doz. \$2.50
- Golden West.** Rich orange with lavender and white margins. Each 10c; doz. \$1.00; 100 \$6.00
- Golden King.** Clear yellow with crimson blotch in the throat. Each 10c; doz. \$1.00; 100 \$8.00
- Golden Gate.** Golden-orange, throat feathered red. Each 25c; doz. \$2.50; 100 \$18.00
- Golden Measure.** One of the best in the yellow class; large flowers of rich golden-yellow. Each 50c; doz. \$5.00
- Gold.** Rich yellow, with deep golden throat; faintly streaked; flowers are large on a well-formed spike. Each 50c; doz. \$5.00
- Gretchen Zang.** Tall spike of geranium-pink, with carmine stripes in throat. Each 15c; doz. \$1.50; 100 \$9.00
- Grenadier.** Bright scarlet flowers on good spike. Each 10c; doz. \$1.00; 100 \$8.00
- Halley.** Lovely salmon-pink. Early, good under glass. Each .08; doz. 80c; 100 \$5.00
- Herada.** A much fancied shade of deep lilac-mauve. Each 15c; doz. \$1.50; 100 \$9.00
- Ida Van.** Bright red shading to carmine-pink. Each .08; doz. 80c; 100 \$7.50
- I. S. Hendrickson.** White, flamed bright pink. Each 25c; doz. \$2.50; 100 \$16.00
- Jewel (Primulinus).** A fine salmon-pink with golden-yellow throat. Each 25c; doz. \$2.50
- "Joerg's White."** (See Novelties.)
- June.** White ground, flamed and splashed with pink. Each 25c; doz. \$2.50
- La Couronne.** A very striking flower of beautiful creamy-white, edged creamy-yellow, lower petals blotched dark maroon. Each 25c; doz. \$2.50-10,
- Le Marechal Foch.** Apple-blossom pink with carmine center; huge flowers well placed on spike; early. Each 10c; doz. \$1.00
- Lily Lehman.** Ivory-white, lily-shaped flowers; early. Each 10c; doz. \$1.00; 100 \$8.00
- Liebesfeuer.** Large flowers of brightest scarlet. Each 30c; doz. \$3.00
- Marshal Foch.** (K.) Salmon-pink with salmon-scarlet margins; huge flowers on good spike. Each 50c; doz. \$5.00
- Mary Fennell.** Tall, light-lavender with primrose throat; splendid and attractive cut flower. Each 15c; doz. \$1.50



LA COURONNE

hundred
wholesale

- Maiden's Blush** (Primulinus). A free-flowering and exceedingly early variety of exquisite blush-pink. Best of all under glass. **Each 15c; doz. \$1.50**
- Mephisto**. Bright orange-scarlet; a brilliant and uncommonly handsome garden variety. **Each 25c; doz. \$2.50**
- Miss Helen Franklin** (Ruffled). A good white with faint lavender markings; flowers well placed on stem. **Each 10c; doz. \$1.00; 100 \$8.00**
- Mr. Mark**. Clear lavender-blue with violet blotch. **Each 15c; doz. \$1.50; 100 \$10.00**
- Mrs. Frank Pendleton**. A variety of extreme beauty and wide popularity. Color is clear rose with crimson blotches. **Each 15c; doz. \$1.50**
- Mrs. Dr. Norton**. Creamy-white, tipped pink, with pale yellow throat. A very handsome "picotee"-like flower. **Each 15c; doz. \$1.50**
- Mrs. Frances King**. Brilliant vermillion-scarlet; tall spike makes it a splendid and effective cut flower. **Each 10c; doz. \$1.00; 100 \$6.00**
- Mrs. Velthuys**. Deep crimson-scarlet; large flowers on fine spike. **Each 25c; doz. \$2.50**
- Nezinscott**. Bright blood-red, with deep crimson blotch. **Each .08; doz. 80c; 100 \$6.00**
- Niagara**. Cream and canary-yellow, splashed carmine. **Each 10c; doz. \$1.00; 100 \$8.00**
- Orange Glory** (Ruffled). Bright orange with paler throat; an exquisite color and splendid spike. **Each 30c; doz. \$3.00; 100 \$18.00**
- Panama**. Light rosy-pink; early; good for cutting. **Each 10c; doz. \$1.00; 100 \$8.00**
- Peace**. White with lighter throat; tall, vigorous grower. **Each 10c; doz. \$1.00; 100 \$8.00**
- Pink Beauty**. Rosy-pink with crimson blotches; extremely early. **Each .08; doz. 80c; 100 \$6.00**
- Pink Perfection**. Delicate apple-blossom pink; large flowers on a graceful, tall, wiry stem. **Each 15c; doz. \$1.50; 100 \$9.00**
- Pink Wonder**. Large, pointed flower of clear pink; good spike. **Each 25c; doz. \$2.50**
- Polar Star**. A white variety that came from the coast with a great reputation. Our "Joerg's White" surpasses it in every way, size, purity and form. **Each 50c; doz. \$5.50**
- Princeps**. Rich crimson-scarlet with white throat and markings. **Each 15c; doz. \$1.50; 100 \$9.00**
- Prince of Wales**. An early, large-flowered variety of a delightful salmon shade. **Each 15c; doz. \$1.50; 100 \$9.00**
- Princepine**. Brilliant carmine with large white triangular blotch. **Each 12c; doz. \$1.20**
- Princess V. Louise**. Rose pink, salmon throat, tall spike; very fine. **Each 30c; doz. \$3.00**
- Radiance**. Very fine rosy pink; enormous flowers. **Each 25c; doz. \$2.50**
- Rosella**. Large vigorous spike; flowers are pale rose-pink with white throat. **Each 12c; doz. \$1.20; 100 \$9.00**
- Rose Wells**. Large open blooms, pale rose with lilac-rose blotch. **Each 12c; doz. \$1.20**



Primulinus "SOUVENIR"

Ruby King. Intense, dark, ruby-red.

Each 25c; doz. \$2.50

Scarlano (Ruffled). A brilliant and most striking flower of rich orange-red.

Each 25c; doz. \$2.50; 100 \$13.00

Scarsdale. Lavender-pink, shading to old rose; wide open flowers, good spike.

Each 10c; doz. \$1.00; 100 \$8.00

- Schwaben.** A vigorous spike, with large compact mass of flowers; color clear yellow with crimson throat. Each 12c; doz. \$1.20; 100 \$8.00
- Scribe.** White streaked with crimson. Each 15c; doz. \$1.50
- Souvenir (Primulinus).** Beautiful, rich canary-yellow; tall, graceful spike. Each 25c; doz. \$2.50
- Sulphur King.** Clear sulphur-yellow, large-flowered. Each 20c; doz. \$2.00
- Scarlet Princeps.** Large spike of massive crimson-scarlet flowers, 5 to 6 open at one time. Each 50c; doz. \$5.00
- Twotint.** Pink, shaded white, suffused with yellow. Each 30c; doz. \$3.00
- Velvet King.** Deep velvety-crimson flowers in a well-shaped spike. Each 15c; doz. \$1.50
- White Giant.** Pure white, with reflexed petals. Each 15c; doz. \$1.50
- White Glory (Ruffled).** Fine white with pale blue throat; very attractive spike. Each 30c; doz. \$3.00
- Wild Rose.** Deep rosy-pink with crimson stripe. Each 10c; doz. \$1.00
- Winsome.** Blush pink, shaded carmine; large round flowers in a fine spike. Each 25c; doz. \$2.50
- Wilbrink.** Pale rosy-pink; very early. Each .08; doz. 80c; 100 \$6.00
- Wm. Falconer.** Clear, light pink; very attractive shade. Each 10c; doz. \$1.00; 100 \$8.00

JOERG'S MIXTURES OF GLADIOLI

These mixtures are composed of very choice varieties, and are splendid value for filling in, in mixed borders and beds. They are splendid for cutting, and should be planted in quantity, especially for indoor use.

- | | |
|--------------------------------|-------------------------|
| White and Light Shades. | Doz. \$1.00; 100 \$6.00 |
| Pink Shades. | Doz. \$1.00; 100 \$6.00 |
| Yellow Shades. | Doz. \$1.20; 100 \$7.00 |
| Red and Scarlet. | Doz. \$1.00; 100 \$6.00 |
| Joerg's Seedlings. | Doz. \$1.20; 100 \$7.00 |
| Primulinus Hybrids. | Doz. 60c; 100 \$4.50 |
| Popular Mixture. | Doz. 60c; 100 \$4.50 |

Hardy Lilies

- ELEGANS Robustum (Marmoratum Aureum).** 1½ ft., July. Clear apricot, spotted purple; broad, wide open flowers. Each 15c; doz. \$1.50
- Leonard Joerg.** Rich apricot with dark wine-red spots. Each 30c; doz. \$3.00
- Bicolor.** Orange with scarlet margin; lightly spotted. Each 50c; doz. \$5.00
- WALLACEI.** Aug.-Sept., 2 ft. Usually produces three to five flowering stems bearing rosy apricot-tinted flowers, thickly spotted. A moist situation suits it. Each 40c; doz. \$4.00

Hardy Lilies—Cont'd

DAVURICUM. June-July, 2-3 ft. Bears its flowers in umbel form, of from 3 to 5 blooms on a stem. Color bright scarlet; a very handsome and showy lily. **Each 12c; doz. \$1.20**

Luteum. A splendid and extremely uncommon June-flowering lily; flowers are rich yellow, heavily spotted black. **Each 20c; doz. \$2.00**

TENUIFOLIUM. June, 1½ ft. Graceful slender stems with bright scarlet "Turk's Cap" flowers. **Each 30c; doz. \$3.00**

Golden Gleam. Flowers similar in form to the preceding, but of a rich apricot color. **Each 80c; doz. \$8.00**

SPECIOSUM Melpomene. A fine example of the lance-leaved lilies. Very hardy, therefore splendid for permanent groups. Color rich carmine with crimson spots. **Each 50c; doz. \$5.00**

HENRYI. Aug.-Sept., 6-8 ft. Huge flower stems bearing large branching heads of pale orange-yellow flowers; requires deep planting. **Each 80c; doz. \$8.00**

HANSONI. June, 3 ft. The yellow Japanese Martagon Lily. Flowers are golden-yellow, heavily spotted crimson-maroon. **Each 75c; doz. \$7.50**

MYRIOPHYLLUM (Regale). The "Regal Lily." One of the handsomest and most fragrant of all lilies. Flowers are trumpet-shaped, ivory white and cream inside, with broad reddish band on outside. **Each \$1.00; doz. \$10.00**

SUPERBUM. July-Aug., 5-6 ft. Large heads of bright orange-crimson flowers with reflexed petals; heavily spotted. **Each 30c; doz. \$3.00**

CANADENSE. June-July, 3 ft. A very beautiful and inexpensive lily for massed plantings. Flowers vary from orange-red to yellow and are thickly spotted. **Each 15c; doz. \$1.50**

TIGRINUM (Tiger Lily). The well-known orange lily, frequently seen in hardy borders, in bloom in August. **Each 25c; doz. \$2.50**

Flore Pleno (Double Tiger Lily). The double-flowered form of the preceding; very handsome and hardy. **Each 30c; doz. \$3.00**

MISCELLANEOUS BULBS

HYACINTHUS (Galtonia) Candicans. A noble plant bearing in late summer massive spikes of from 40 to 50 snow-white, bell-shaped flowers. **Each 20c; doz. \$2.00**

CALLA, Mrs. Roosevelt. Remarkable for its spotted foliage; flowers are white, tinged amber. **Each 35c; doz. \$3.50**

MADEIRA VINE. A fine and rapid climbing vine for porch or trellis. **Each 10c; doz. \$1.00**

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LILIUM MYRIOPHYLLUM

Hardy Lilies

We have been growing Lily bulbs for almost half a century, and by careful culture in a loam that is extremely suitable to most native varieties and many foreign types, we have been very successful in producing the finest bulbs. Many leading jobbers and dealers in these bulbs have for years been obliged to fall back on us for their bulbs, when other usually reliable sources reported crop failures. Others have, year in and year out, purchased Joerg's Bulbs.

Hardy Lilies are more in demand today than ever; their beautiful colors and stately spikes make them invaluable for beds and Herbaceous Borders.

(For General List see pp. 14, 15)

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